

**Northeast Valley Anti-Meth Coalition
Youth Awareness Committee
08/21/07**

Present: Marla A., Gina D. Coleen P., Deana B., Holly H., Hugh M., Shannon Wallace

Report on tasks from last meeting -

Gina reported that at this time she has not heard back from Paradise Valley and Fountain Hills school districts with regard to representation on this committee.

Marla reported that she spoke with a representative from the Montana Meth Project. The project used PSAs shown to schools, Boys and Girls Clubs and businesses for support and participation in a campaign that used Billboards across the state to paint an anti-meth message. This campaign was quite successful and the artwork was collected in a book which is being sold as a fundraiser for the Project. Marla also referenced a model in Kentucky in which statewide surveys were collected.

Hugh reported that Dan Morgan left messages for Larry Robinson of the SRPMIC but that they have not yet connected. Hugh also reported that Tap Root Inc. would welcome our participation in their video contest. Marla suggested that the committee still consider this anti-meth contest in addition to the possible program with Cox media.

“Just Once” -

Holly Hornbeck of Cox Media provided an overview of Cox’s “Just Once” anti-Meth campaign to be broadcast in October. Cox has produced a video related to the dangers of Meth-amphetamine. They plan to have a youth Town Hall at a selected SUSD high school. The event will feature the “Just Once” video and a panel of individuals addicted to meth who are now in recovery. Cox plans to invite 1,200 students to view the video and participate in a question and answer period following the video. Holly stated that to become a partner, \$15,000 would provide the coalition with acknowledgement on all 30 second promos for the program, and a ¼ to ½ page insert on the Cox cable bill. Cox would produce the PSA which the coalition will own afterward. A question was raised about the possibility of having ownership of the video tape of the Town Hall. Holly will explore.

Meth 360 –

Colleen gave an overview of the Partnership for a Drug Free America’s Meth 360 project. The program has been previously successful in 4 other states and was launched in Arizona this past April. The program is designed to provide prevention education and facilitate community mobilization. Meth 360 is a type of “train the trainers” program where various members of the community are invited to participate in a half-day meth-amphetamine awareness training in order to help people realize that help and treatment are possible. The presentation encourages participants to return to their community and present or train other members within their community. The training fee is \$800.00 and no minimum or maximum number is required. For \$50.00 a participant will receive the entire power point presentation on CD, and information packets in Spanish and English. For an additional \$1.50 the book, Partnering With Families is also available.

Marla asked if we should invite other coalitions to participate in Meth 360 thus making the training more affordable. It was decided that Gina would present the “Just Once” program and Meth 360 to the steering committee since both involve the other committees of the coalition.

Next meeting - Date - September 25, 2007

Time – 9:00 A.M.

Place- District offices on the North side of Mojave Middle School